

CEO E-Briefing

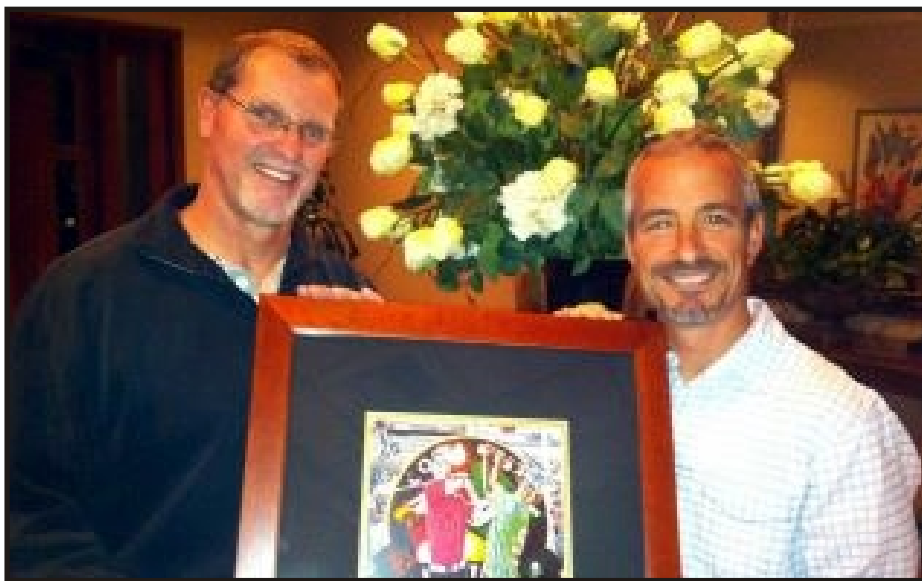
A weekly report to City Council and the community

January 30, 2012

No. 25



CEO's Message



Great start to the New Year

After a challenging 2011, I'm happy to see the City of Costa Mesa get off to such a great start this year. Our annual financial audit revealed that we ended the 2010-11 fiscal year with a \$3.8-million surplus. We hired Costa Mesa local Rick Francis as our assistant CEO. And we will unveil at a Jan. 31 Council study session a new five-year budget forecast and policies that will help insure the City continues to make progress toward a solid financial future that will benefit residents and employees.

But it was something that happened this month outside of City Hall that provided me with the most optimism. I spent a recent Monday at Costa Mesa United's Mesa Verde Golf Classic and watched a community—including avowed foes—come together to raise more than \$130,000 for youth sports.

Several City employees spent their day off volunteering at the golf tournament, serving barbecued hot dogs and drinks near the 6th tee. There and elsewhere, I saw people with fundamental and sometimes bitter disagreements over the direction of the City should take share laughs and stories, ask about each other's children, shake hands and even hug.

The spirit of good feeling continued throughout the banquet that followed, with traditional barriers melting away as members of the community were honored, including our own video production team of Dane Bora and Brad Long.

It was a long day, but many people lingered around even after it had officially ended—as if they didn't want it to end.

Tom Hatch, chief executive officer, City of Costa Mesa



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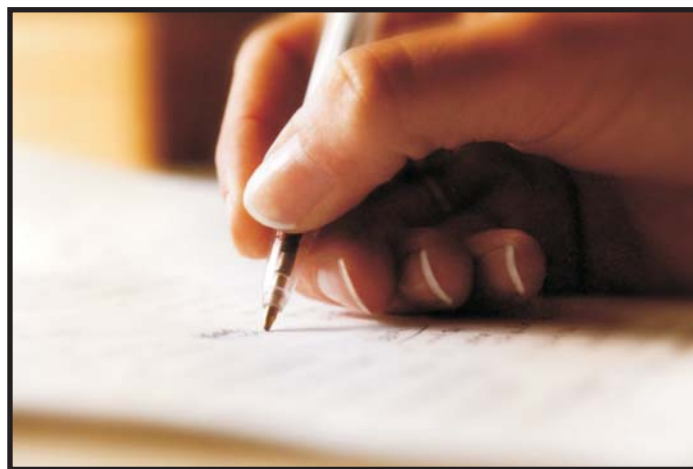
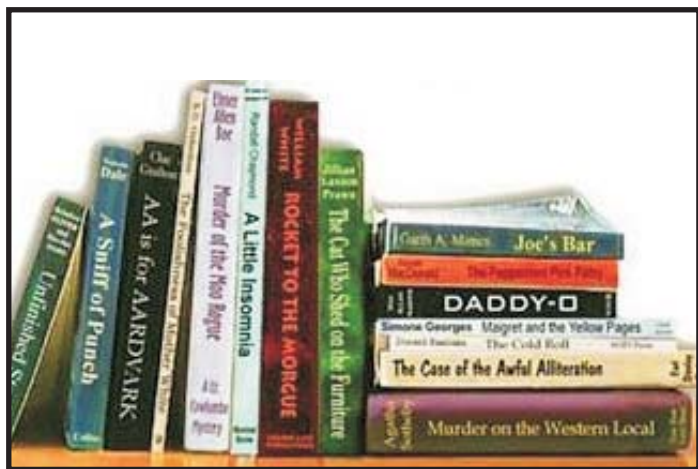
Comments or suggestions, please contact
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City of Costa Mesa



Costa Mesa City Hall



Community calendar

Feb. 1 WEDNESDAY TNT, one of the City's fireworks vendors, will be testing new fireworks under the eye of Costa Mesa firefighters and the California Fire Marshall at the fire station on Placentia Ave. across from Estancia High School from 6 to 6:45 p.m. If you're interested in watching the display, contact Dan Joyce with the City at (714) 754-5667.

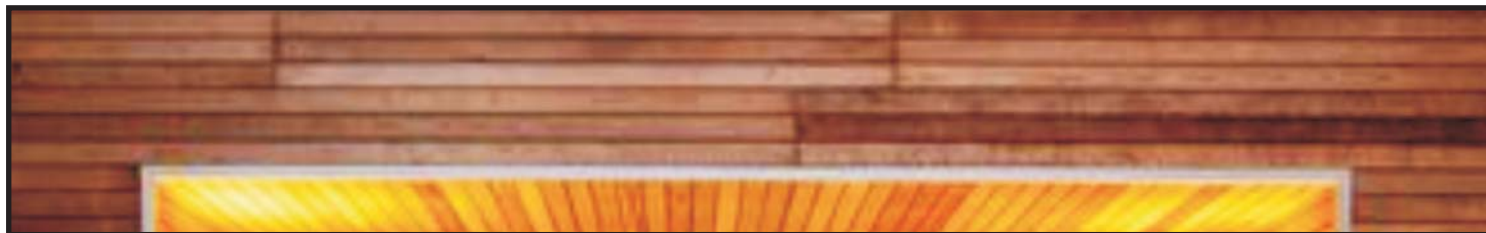
Feb. 9 THURSDAY The Donald Dungan Library has started a Mystery Men book discussion series. The next discussion will be on Feb. 9 at 6:30 p.m. with the subject being "The Book Thief" by Markus Zusak. For further information, call the library at (949) 646-8845.

Costa Mesa Councilwoman Wendy Leece will be the featured speaker at the **Friends of Costa Mesa Libraries'** annual meeting at 7 p.m. at the Mesa Verde Methodist Church. Leece will discuss Costa Mesa's need for a master plan for libraries, which could include a new central library next to City Hall.

The Historic Preservation Committee and the Cultural Arts Committee will meet in City Hall's Conference Room 1A at 5:30 p.m. and 6:45 p.m. respectively.

Feb. 13 MONDAY The second public hearing for the proposed Charter City will be held in the City Hall Council Chambers.

SECRET SPOT



Somewhere in Costa Mesa you might recognize this bit of local scenery.

Hint: You might want to take up this collection.

To get the whole picture, see page [4](#).

Development Services



Office building renovation planned for 655 Anton Blvd.

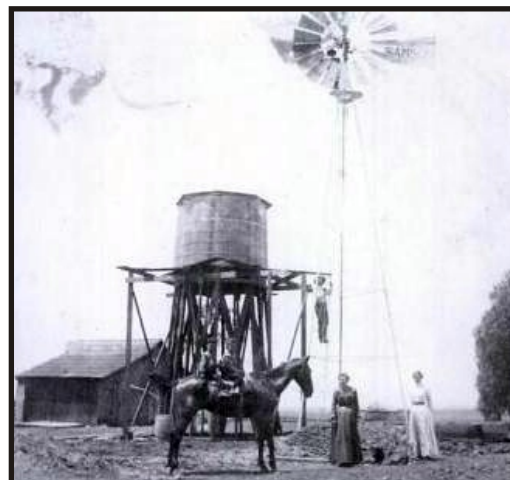
A building permit was recently issued for renovation work to begin on the exterior of the office building at 655 Anton Blvd. The proposed renovation includes a new storefront glazing system, reroofing of the existing building, the addition of an air handling unit and repair work of the existing stone veneers. Also, associated electrical, mechanical and plumbing work will be conducted on the premises. The work will cost an estimated \$490,000.



Tenant improvements underway for Carter's Babies and Kids

The City's Building Division has issued a building permit for 4,105 square feet of tenant improvements for Carters Babies and Kids at 1835 Newport Blvd., Unit C-139. The work includes remodeling the existing restrooms and is valued at \$121,000.

MAKING HISTORY



Down on the farm in Mesa Verde

The Bovet family ran a small farm just north of the Estancia Adobe in what's now Estancia Park and Mesa Verde. The property features a water tank, windmill and milking cows. The milking operation took place in a corral just north of the adobe where the parking lot for Estancia Park is today. John Bovet (wearing a white shirt) and his father, Augustin Bovet are pictured milking. Courtesy of the Costa Mesa Historical Society.

Development Services (continued)



Ferrari Maserati expands in Costa Mesa

The City recently issued a building permit for 34,722 square feet of tenant improvements now underway for Ferrari Maserati of Newport at 2980 Red Hill Ave. The first floor improvements include the relocation of stairs to the mezzanine level, allowing the space to be converted from a warehouse/office to a car service center. An opening to the exterior wall will be made and a roll-up door will be installed. In addition, a new exterior canopy at the rear of the building will be added and improvements will also be made to the restroom area. The improvements are valued at \$911,919.



Sparks lights up improvements on Adams

Sparks Enterprises has submitted plans into plan check for review of proposed improvements to occur along the front and side of the building at 1534 Adams Ave. This project upon completion is expected to be valued at \$750,000. The improvements consist of a 2,609 square-foot partial demolition of an existing lobby and restrooms at the front of the building.

SECRET SPOTTED



Answer: The SoCo (South Coast) Collection, the revamped retail center along the 405 Freeway between Harbor Boulevard and the Santa Ana River.

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Fire Department



Winter safety tips from Costa Mesa Fire Department

The Costa Mesa Fire Department offers these winter safety tips.

- ▶ Have the fire place professionally cleaned and inspected at least once year. Use a hard variety of wood not pine —don't burn newspapers, use more matches. Be sure the flue is open. Add a spark arrestor to keep debris in the fireplace.
- ▶ Keep pets and children away from fireplaces and fire pits. Heat can be trapped under the ash for several hours and may cause severe burns.
- ▶ Don't use the oven or stove burners as a heat source.
- ▶ Barbecues should never be used indoors due to carbon monoxide poisoning.
- ▶ Be sure to have a carbon monoxide detector in your home. Have all gas appliances checked out annually. Watch for a lazy yellowish flame. This may be a sign the appliance is not working properly. Call the gas company for assistance.
- ▶ Be aware of carbon monoxide poisoning symptoms: flu-like feeling, nausea, trouble breathing, which goes away when you go outdoors or are out of the home for a period of time.
- ▶ Space heaters. Newer models have automatic shut off when tipped over.
- ▶ Keep space heaters three feet away from all furniture, drapes, and anything combustible.
- ▶ Do not use space heaters while sleeping.
- ▶ Candles are for decorating not lighting.
- ▶ Keep a good flashlight with working batteries in every room of your home.

Police Department



Residents needed in time of crisis

The City Council recently approved the City's participation in the **Trauma Intervention Program (TIP)**, which provides a team of citizen volunteers trained to provide emotional and practical support to victims of tragedies.

TIP is looking for volunteers to participate in its winter training program, which begins Feb. 23. Once trained, the modern-day Good Samaritans will be called to emergency scenes to comfort families who have lost loved ones, help emotionally traumatized victims and disoriented senior citizens, and make sure that no one dies alone.

No experience is necessary. You can sign up by visiting the **TIP Orange County website**, sending an email [here](#), or calling (714) 420-0875.

FINAL WORDS

Perspective can change the world

By Michael Josephson

Does attitude really mean that much? Can you really change the way you experience the world by changing your perspective? Consider this story:

When Ron gave his seven-year-old son Nick a ball and bat, Nick wanted to play immediately. Ron said, "Son, baseball is a serious game. You have to practice hard before you can play it." The boy went outside and began throwing the ball in the air and swinging at it over and over. After an hour he said, "Dad, can we play now?"

Ron said, "Show me what you can do."

Nick threw the ball in the air, took a mighty swing and missed. "Strike one," he said enthusiastically. Nick tossed the ball again and missed again. "Strike two," he yelled.

Ron tried to hide his concern when he said, "Concentrate, son. Remember, three strikes and you're out." The boy threw the ball again and swung so hard he fell to the ground after hitting nothing but air. Ron winced, but Nick had a triumphant grin.

"You struck out. Why are you happy?"

"Cause I'm really good at pitching."

You have to love Nick's attitude. He may not turn out to be a great hitter, but he's likely to lead a happy life. What's more, he'll probably bring warmth and cheer into the lives of others because an attitude like his is contagious.

Pessimists think people like Nick delude themselves by looking at the world through rose-colored glasses. Yet Nick's world is just as he sees it. His decision to view himself as a successful pitcher instead of a bad hitter will not only make him happier, it will contribute to his success.

It's not easy, but if we develop the wisdom to treat frustrations and failures as empowering experiences and generate the strength to let go of self-destructive resentments and grudges, our lives will be filled with a lot more sunshine.

Michael Josephson is founder of the Josephson Institute, whose goal is to increase ethical commitment, competence, and practice in all segments of society. You can subscribe to Michael Josephson's free newsletters [here](#).

